

Alternative Credentialing

New paths, new opportunities



To thrive in today's fast-evolving job market, students need flexible ways to quickly develop and demonstrate new skills. Alternative credentialing helps solve this problem.

Explore the detailed findings of *Demographic Shifts in Educational Demand and the Rise of Alternative Credentials* at pearsoned.com/rise-of-alternative-credentials

What is Alternative Credentialing?

Recognition of knowledge gained through non-degree coursework

What forms can it take?



Digital badges are online representations of skills learned by students, typically with visual iconography.



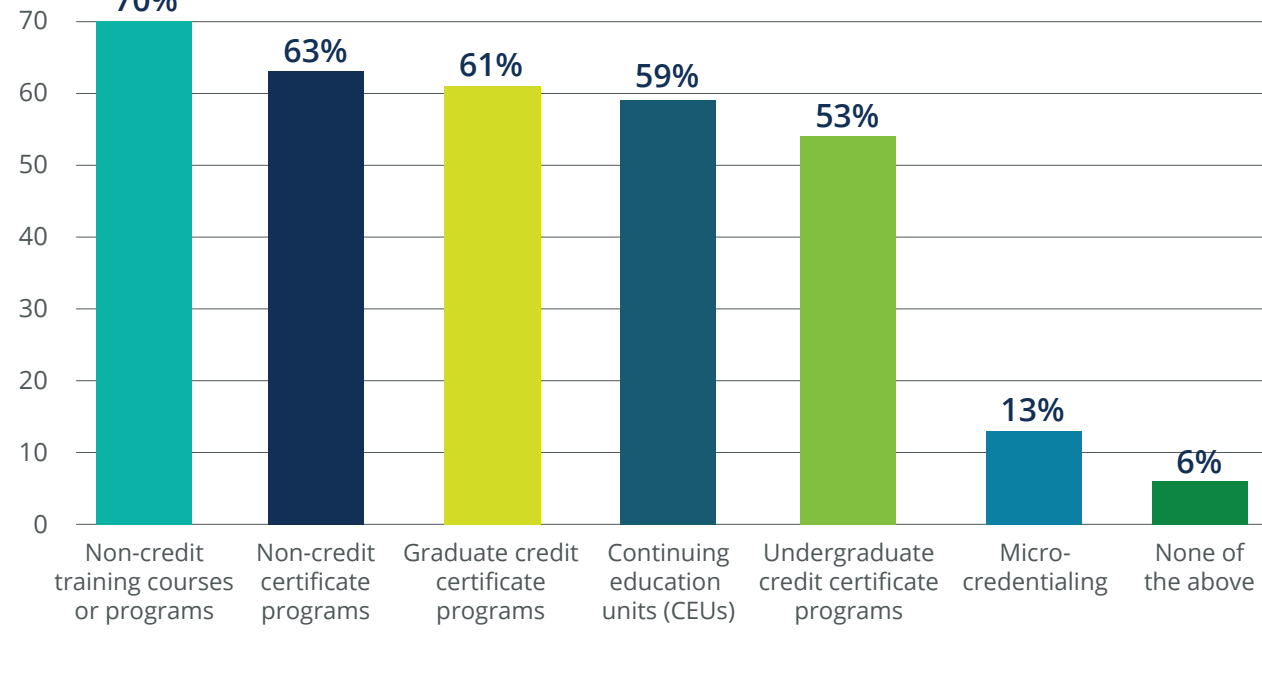
Certificates are credentials typically issued by educational institutions to students who have completed significant programs of study that do not culminate in a degree.



Micro-credentials are granular, digitally presented certifications offering evidence that an individual has mastered a specific skill or area of knowledge, with links to detailed criteria, endorsements, or demonstrations of their learning.

Types of Alternative Credentials

Non-traditional offerings are most likely to lead to alternative credentials

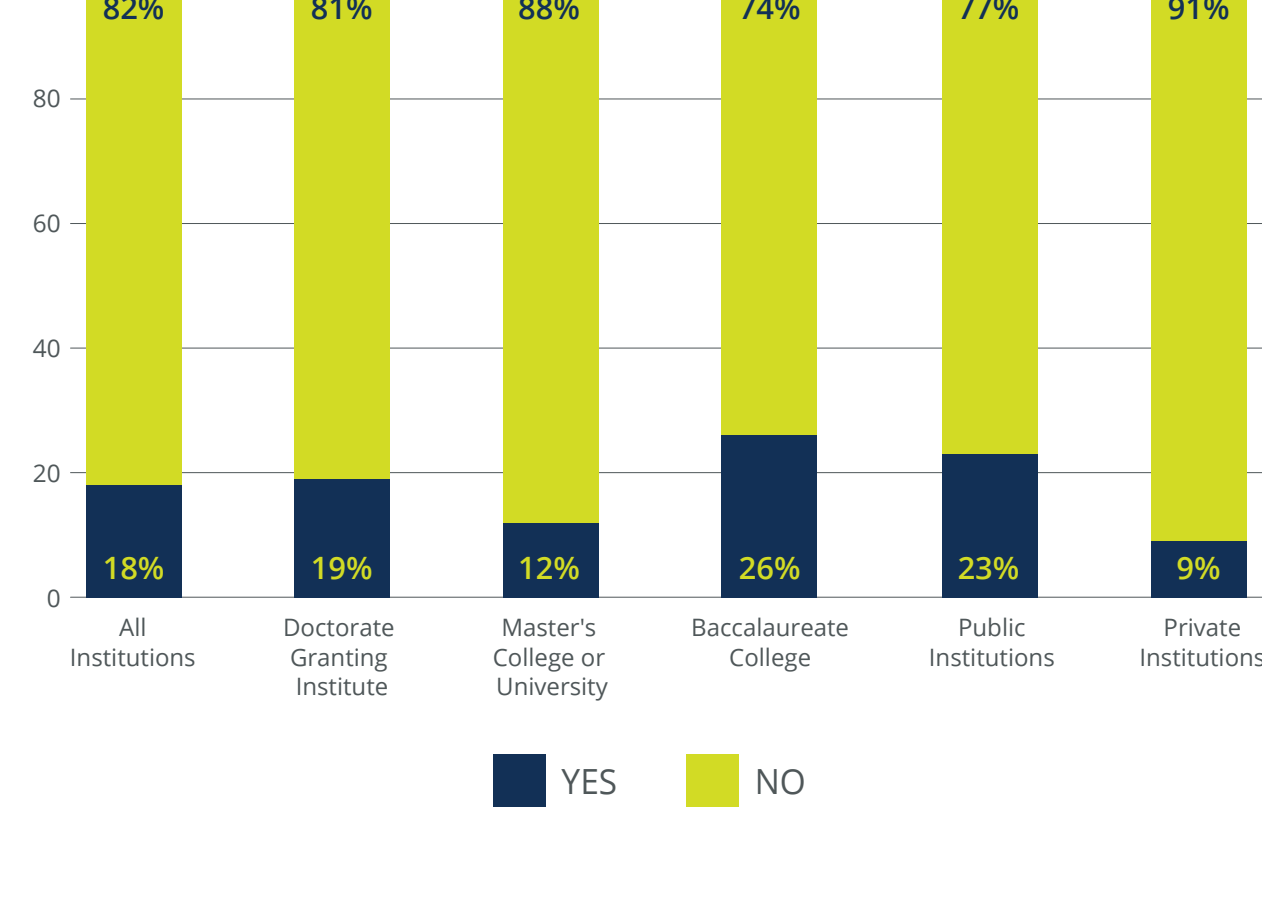


Most popular
70%
non-credit training

Least common
13%
micro-credentials

Digital Badge Offerings

Just 1 in 5 (18%) offer digital badges



Most likely to badge

26%
Baccalaureate colleges

23%
Public institutions



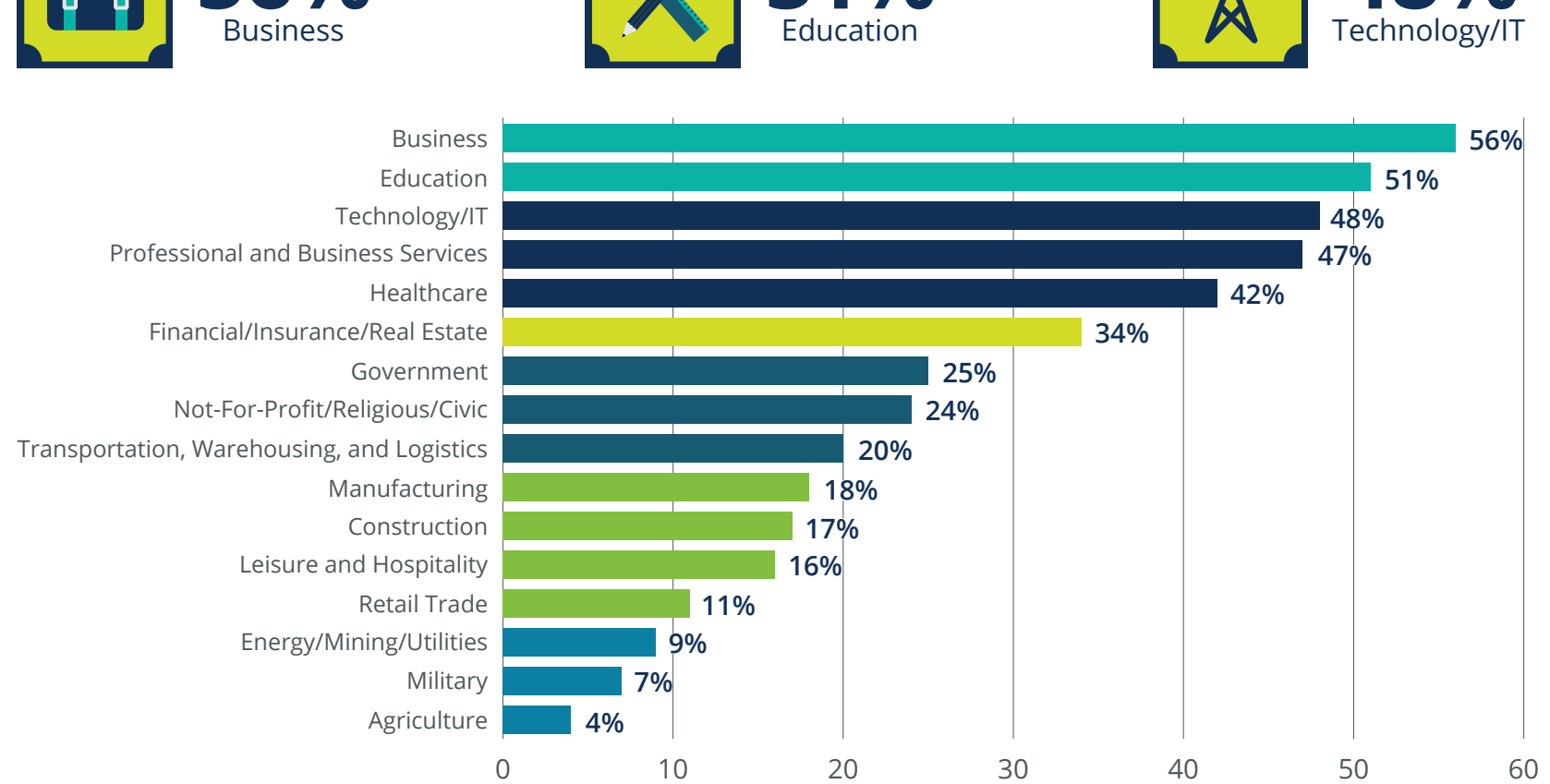
Institutions most commonly offer digital badges in association with non-credit training courses or programs.



But of those that award credentials, 36% use the institution's brand or system of credentialing

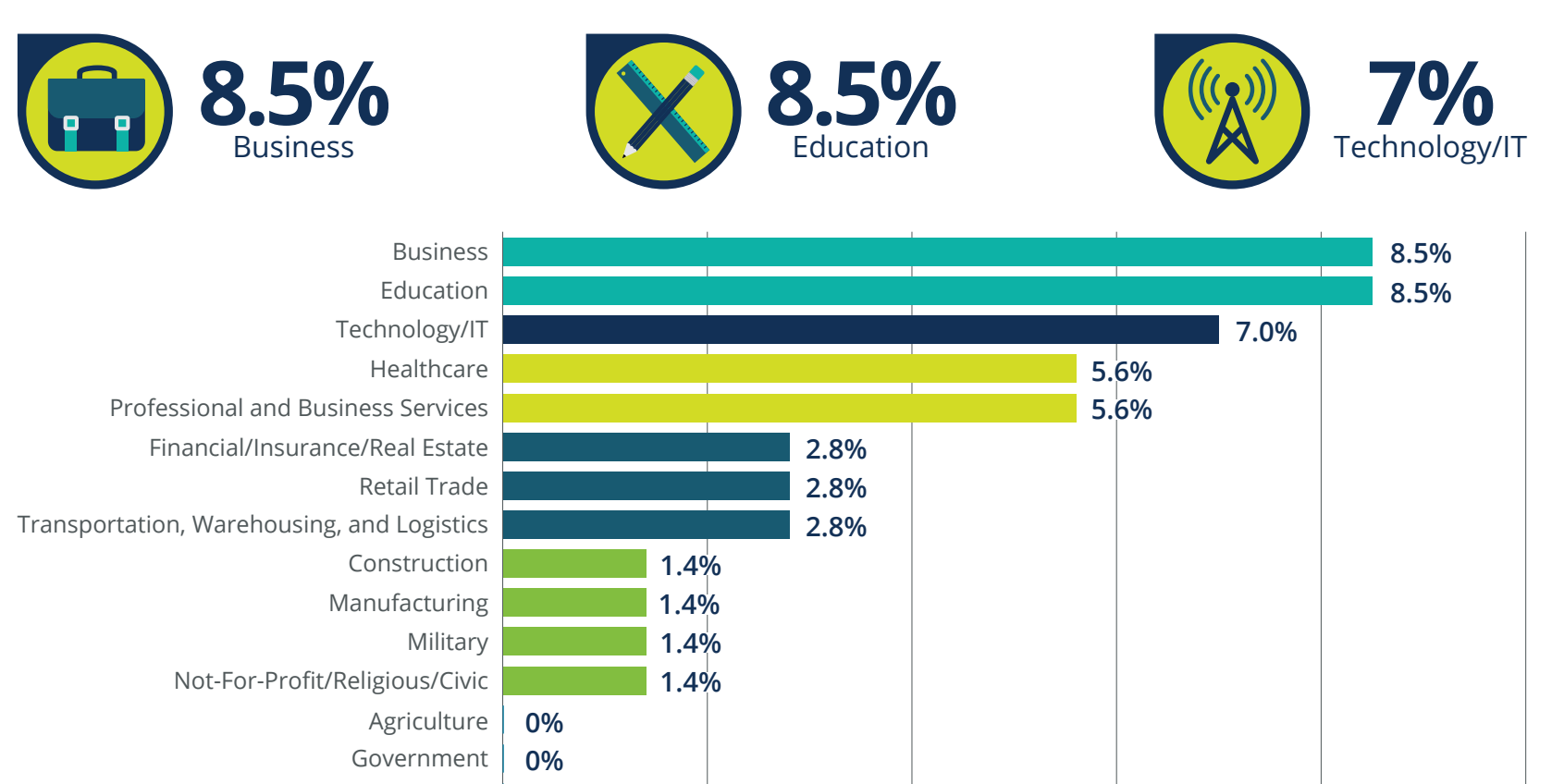
Industry Segments

Among institutions that offer *certificates* only



Below 10%: Energy/Mining/Utilities (9%), Military (7%), Agriculture (4%)

Among institutions that offer *digital badges* only



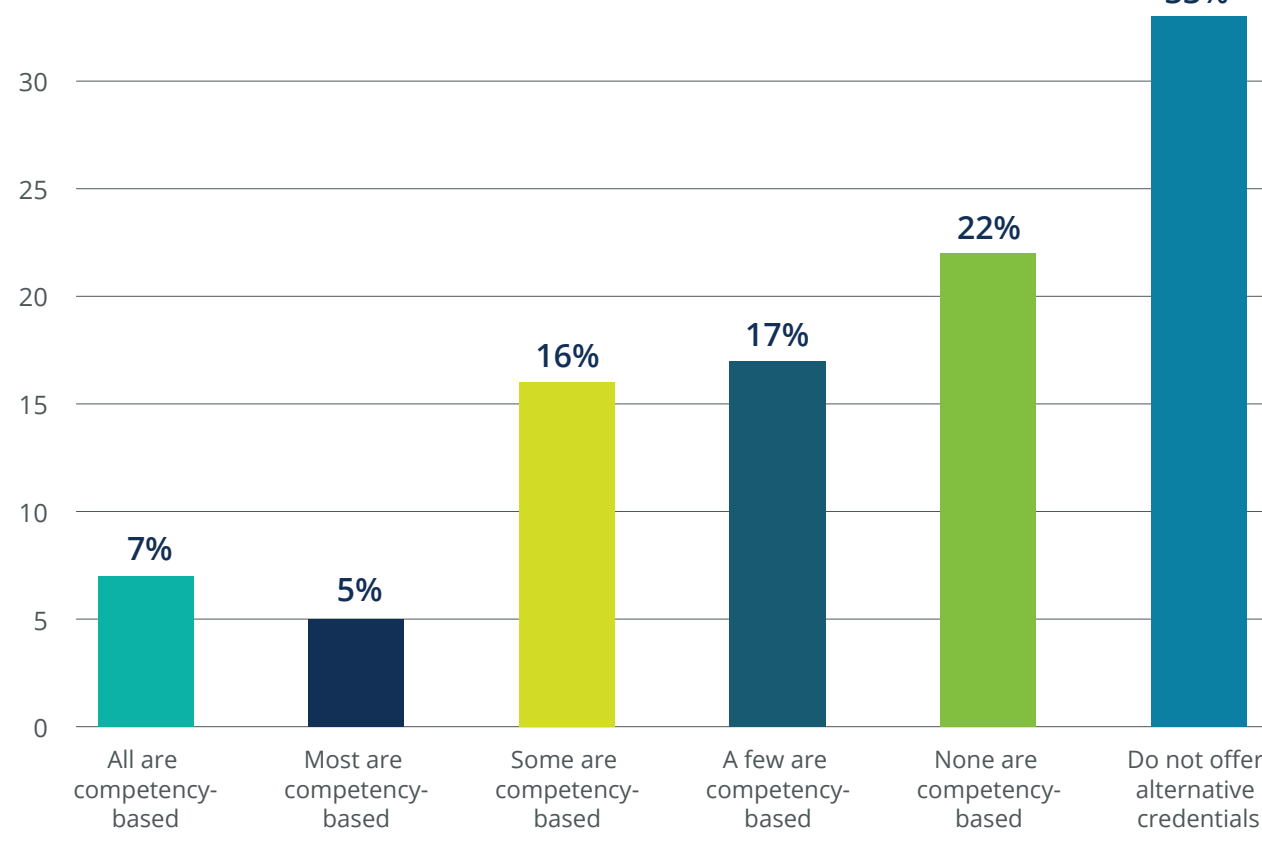
No institution reported badging in courses or programs related to Agriculture, Energy/Mining/Utilities, Government, or Leisure/Hospitality.



No more than 2.8% of institutions reported offering *micro-credentials* in any single industry segment.

Competency-based Alternative Credentials

45% offer at least some competency-based alternative credentialing



22%

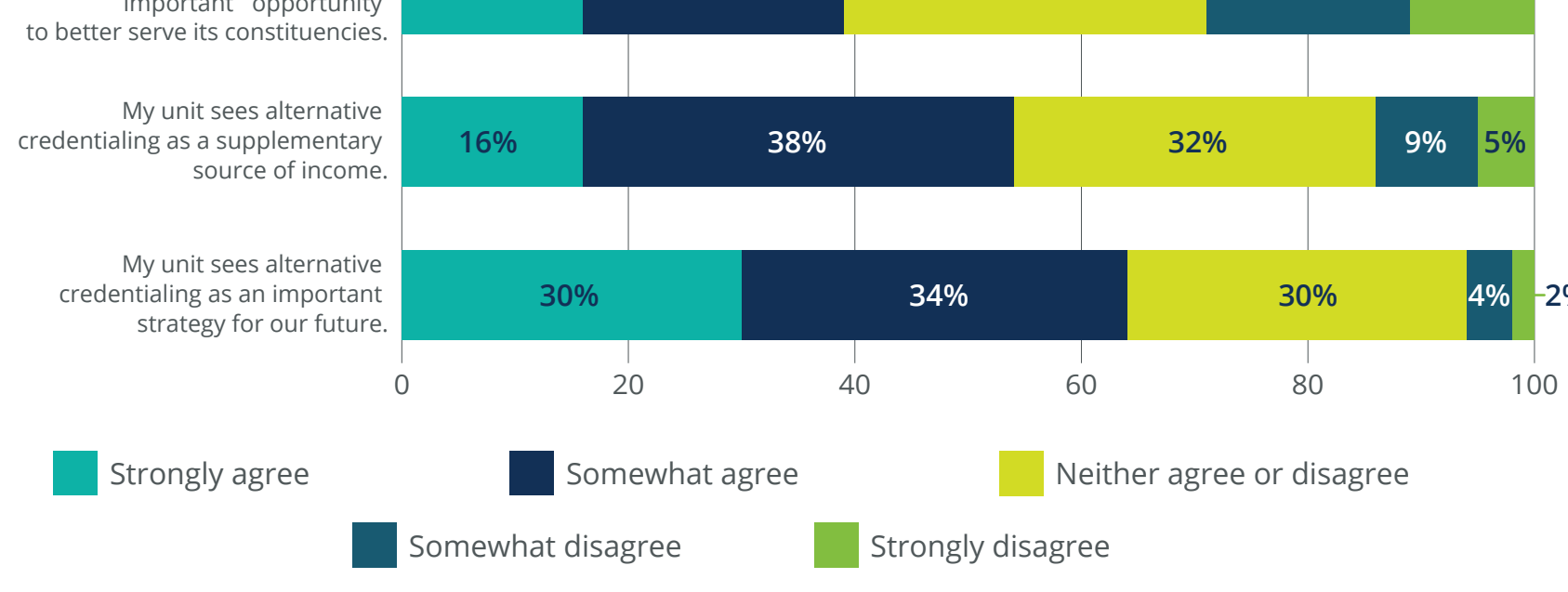
However, 22% of institutions offer alternative credentialing, but never base it on previous competency.

33%

But, 33% of institutions don't offer it at all.

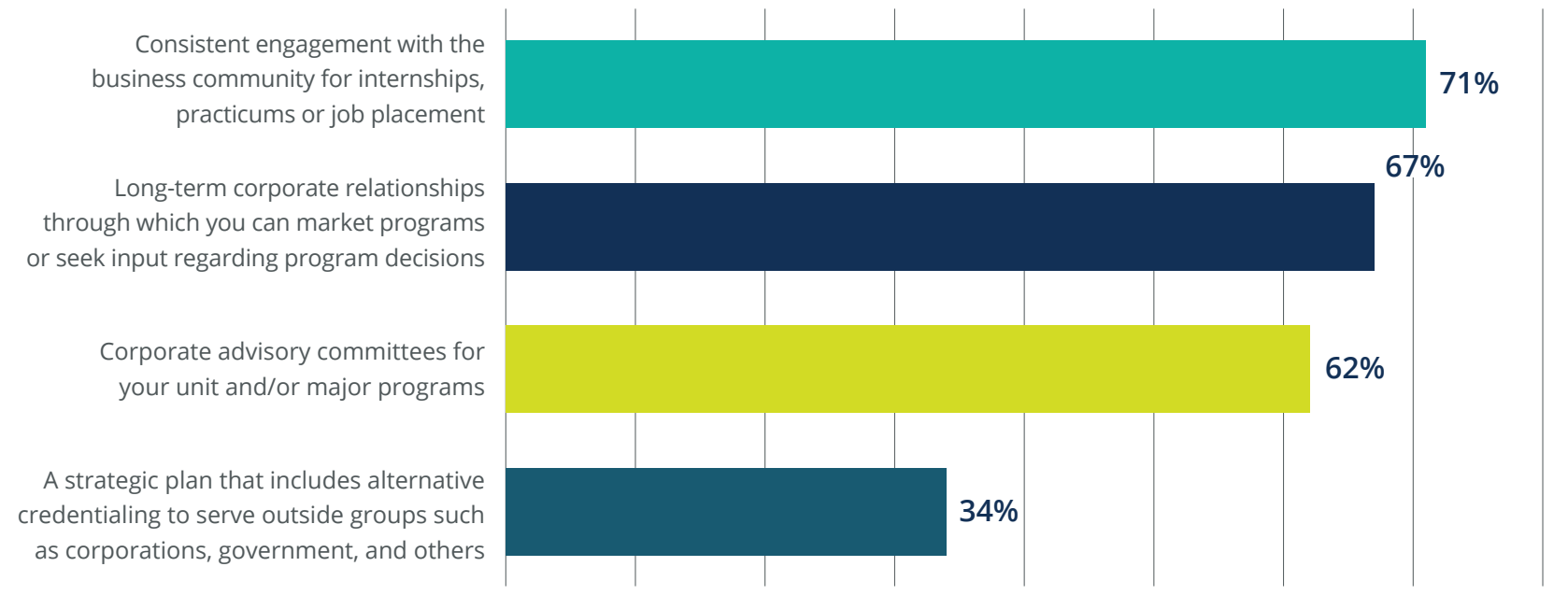
Workforce and Community Partnerships

64% see alternate credentialing as an important, future strategy and revenue-generating opportunity



But, only 34% have alternative credentialing strategic plans

even though most institutions do actively engage with the business community



Many institutions that see opportunities for alternative credentialing may wish to plan more actively for success.



Demographic Shifts in Educational Demand and the Rise of Alternative Credentials is based on 405 survey responses received from UPCEA institutional representatives and Pearson clients from February 18 to March 28, 2016, with Pearson clients weighted and filtered to more closely match UPCEA's profile. 300 records fit the criteria and were used for analysis.

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